



**ANALYSIS OF CUSTOMER LOYALTY TOWARDS  
ASKCO SDN BHD**

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## LETTER OF TRANSMITTAL

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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research report title, "Analysis of Customer Loyalty Towards Askco Sdn Bhd" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,



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## ABSTRACT

In this study, the researcher has learn more about marketing plan which every company needs it in order to achieves their every mission to get customers remain loyal to their services. These days, there are many business consultation in Selangor which makes as Askco Sdn Bhd one of their competitors too. By that what the researcher has seen are the lack of management data and not knowing what customer wants for their business. The problem of Askco Sdn Bhd cannot be solved simply by providing more services and spending more on activities that related to customers' businesses. There is an urgent need for innovation, for better understanding of the current and potential role of activities for customers which concern the company. Thus, this research aim is to study analysis of customer loyalty towards Askco Sdn Bhd. It specifically studies on Askco Sdn Bhd own clients to make their customers remain loyalty to their services. This research is based on data obtained from survey questionnaire. The data was analysed to evaluate and determine the tangible, reliability, responsiveness and assurance with customers loyalty. The research suggested that successful customer loyalty towards Askco Sdn Bhd as linked to reliability. The results of the study also suggested that a reliability is needed for the customer loyalty in order to remain their customers and satisfied with the services provided by Askco Sdn Bhd. It hope that the study can contribute to the improvement of Askco Sdn Bhd services and expand their business in Shah Alam.

**Keywords :** *Tangible, Reliability, Responsiveness, Assurance, Customer Loyalty*

# CHAPTER 1

## INTRODUCTION

### 1.0 INTRODUCTION

In this research, there will be discussion about Askco Sdn Bhd. But first of all, Massa Corporate Consultant is a business which more than 20 years established. Therefore, the Chief Executive Officer is the same in Askco Sdn Bhd. Moreover, in this research the researcher will do a study about Customer Loyalty for Askco Sdn Bhd in order to achieve their mission in every activities to make sure that their current customers would cooperate in every their activities for customers' businesses.

### 1.1 BACKGROUND OF COMPANY

Company Massa Corporate Consultants is a company that carries out business better known as Company Secretary. The company has been operation for more than 20 years and undergoing rebranding and reorganization for Askco Group Company.

Askco Group Company is a parent company for Askco Sdn Bhd, Ask CFO Sdn Bhd, CFO For Hire Sdn Bhd and Askco Academy Sdn Bhd. These private limited companies are under Askco Group Company. Each of these private limited has their own specialty and expertise. Askco Sdn Bhd, is the Company Secretariat acts as an effective observer in monitoring all corporate governance activities. Our company is also always aware and cautious of any possible illegal and regulatory actions, particularly in relation to the Companies Act. Askco Sdn Bhd more focused on Syarikat Sendirian Berhad Sdn Bhd. Our company will complete all registration process from beginning to submission of related documents.

Furthermore, for Ask CFO Sdn Bhd carries out business accounting services. By having 20 years of experience and expertise in accounting management in business this company fully provides accounting services to its customers. Moreover, for CFO For Hire Sdn Bhd, carrying out accounting and human resource management services but through an "out-source" system. This system is the answer to companies that want to save money in terms of time, cost, energy and especially money.

Meanwhile for Askco Academy Sdn Bhd, is the only one to run different businesses such as courses and seminars. The courses and seminars made by the company are intended to provide exposure, knowledge, way of borrowing, advice and guidance especially to customers who have just registered a business or established a company.

#### 1.1.1 Vision

Provides first-class corporate services for all customers and business owners